

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. 7053-A1-THUNDER RIVER-Req. No. 12301-Page-4/C-Bleed-(5-7/8" x 9-1/4")-Theater Programs, 1989

Printed in U.S.A.

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Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

95 mg. "tar," 0.9 mg. nicotine av. per cigarette. FTC Report Feb. 79.

The advertisement features a scenic landscape with a herd of bison wading through a river. In the background, there are rolling hills and mountains under a clear sky. Two packs of Marlboro Lights cigarettes are positioned in the upper right quadrant of the image. The overall tone is serene and naturalistic.



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